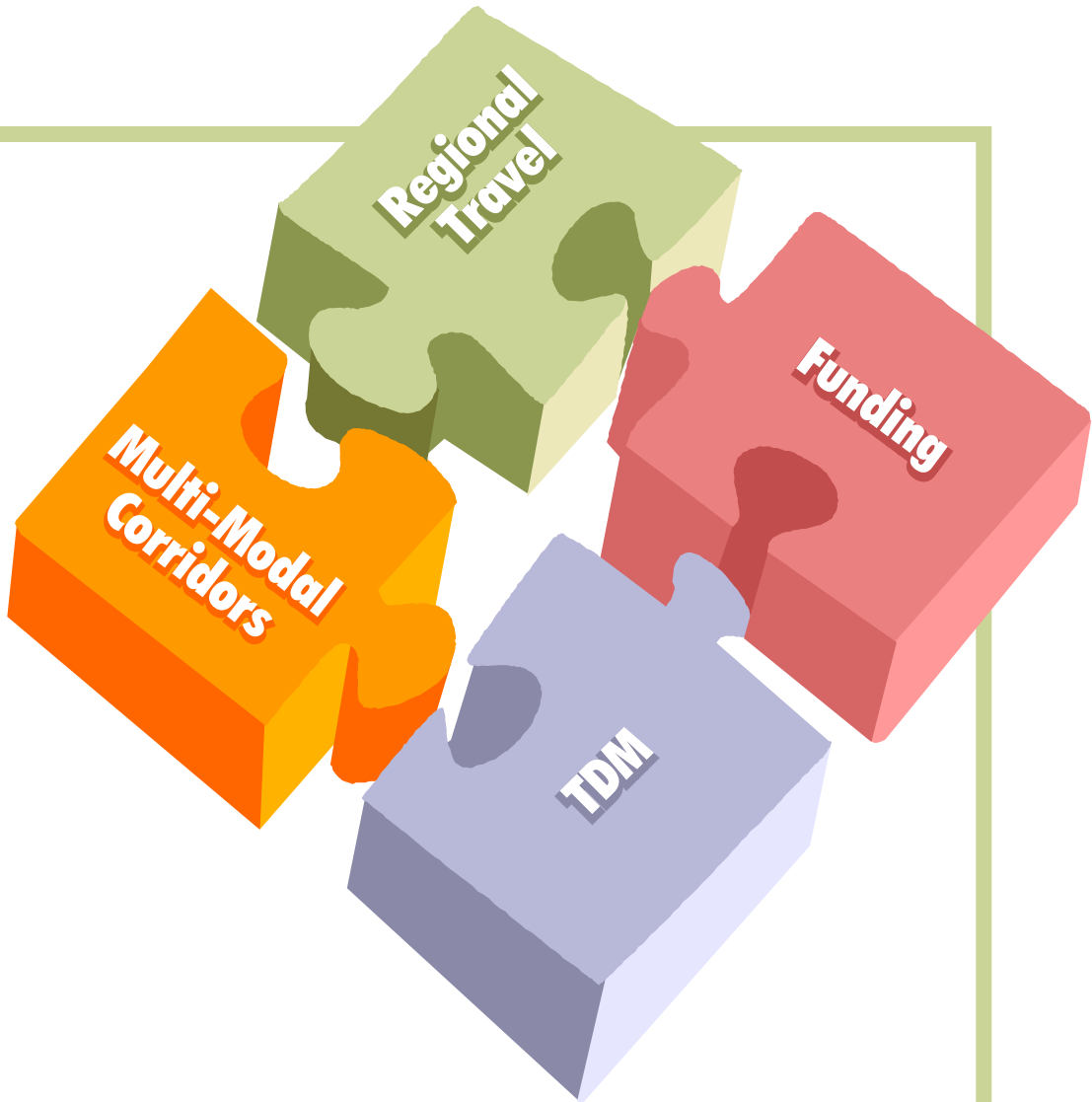


Transportation Demand Management (TDM) Screening Matrix



Strategy	Category	Modal Relationship	Modal Shift	VMT Reduction	Cost to Implement	Cost Effectiveness	Political Palatability	National Adoption	Boulder Adoption
Bicycling promotion	Modal Promotion Strategies	Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Bicycle riders guide	Modal Promotion Strategies	Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Bicycle users group	Modal Promotion Strategies	Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Bike station	Modal Promotion Strategies	Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Bike to Work Day (Week)	Modal Promotion Strategies	Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Carpool promotion	Modal Promotion Strategies	Carpools	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
General marketing	Modal Promotion Strategies	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Modal commuter orientation	Modal Promotion Strategies	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Special events	Modal Promotion Strategies	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Telecenter creation	Modal Promotion Strategies	Telework	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Telework promotion	Modal Promotion Strategies	Telework	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Transit promotion	Modal Promotion Strategies	Transit	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Transit riders guide	Modal Promotion Strategies	Transit	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Vanpool promotion	Modal Promotion Strategies	Vanpools	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Showers and Lockers Facilities	Modal Promotion Strategies	Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Advanced Traveler Information Systems	Efficiency Strategies	Transit; Carpools; Vanpools; Telework	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Alternative Work Arrangements	Efficiency Strategies	Support	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Bikes on Buses promotion	Efficiency Strategies	Bicycling; Transit	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Compressed Work Weeks	Efficiency Strategies	Support	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Employee Transportation Coordinators	Efficiency Strategies	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Freight management	Efficiency Strategies	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Tourist trip management	Efficiency Strategies	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Transportation Allowance	Financial Incentives	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Carsharing	Financial Incentives	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Commuter Club	Financial Incentives	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Free bus passes	Financial Incentives	Transit	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Free bicycle accessories	Financial Incentives	Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Guaranteed Ride Home	Financial Incentives	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Parking cash out	Financial Incentives	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Taxation incentives	Financial Incentives	Vanpools, Transit	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Vanpool empty seat subsidy	Financial Incentives	Vanpools	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Vanpool subsidy	Financial Incentives	Vanpools	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Bike Loan Program	Financial Incentives	Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Cordon pricing	Pricing Strategies	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Parking fees	Pricing Strategies	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Pay-as-you-go vehicle insurance	Pricing Strategies	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Roadway pricing	Pricing Strategies	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Access management	Facility / Land Use / TOD	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Bicycle Racks and Lockers	Facility / Land Use / TOD	Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Clustered parking	Facility / Land Use / TOD	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Commuter Store	Facility / Land Use / TOD	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
High Occupancy Vehicle (HOV) priority	Facility / Land Use / TOD	Transit, Carpools, Vanpools	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Incidental Use Parking	Facility / Land Use / TOD	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Onsite amenities	Facility / Land Use / TOD	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Parking management	Facility / Land Use / TOD	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Parking maximum ratios	Facility / Land Use / TOD	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Preferential parking	Facility / Land Use / TOD	Carpools, Vanpools	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Protected pedestrian / bicycle corridors	Facility / Land Use / TOD	Walking, Bicycling	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
TDM Friendly Site Design	Facility / Land Use / TOD	ALL	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Unbundled parking leases	Facility / Land Use / TOD	Indirect	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

Best

Better

Fair

Marginal